



Section 5



RECOMMENDATIONS

ARTS MASTER PLAN -



Introduction

The Arts Master Plan provides 3 recommendations based on the following:

- The Plan's Guiding Principles
 - Arts Education is Essential
 - Public-Private Cooperation is Essential
 - The Arts have a Significant Economic Impact
 - The Arts Bring Together Diverse People
 - Citizen Involvement in the Arts is Essential
- The Objectives and Policies adopted in the Public Facilities and Services Element of the City of Chula Vista's General Plan Update
- The documentation of Chula Vista's existing arts venues, facilities and programs
- The natural, historical, regional and developmental settings for the arts in Chula Vista

The City of Chula Vista's consideration of the recommendations of this plan should be firmly based on the community's strongly expressed desires for the following:

- Creation, installation and maintenance of public art within the City Of Chula Vista
- Providing increased support for Arts education
- Forging strong partnerships and collaborations between public and private organizations
- Development of new arts facilities
- Increased opportunities for the active participation of all residents in:
 - Developing their creative skills
 - Increasing their awareness of cultural traditions
 - Deepening their appreciation for arts and culture
- The potential for growth of local non-profit arts organizations
- Increased public awareness of Chula Vista's arts and culture scene and the City's role in promoting and/or co-promoting cultural and artistic programs that satisfy the interests and needs of all Chula Vista residents and visitors
- Creating an environment wherein artists and cultural organizations can thrive
- Maintaining quality, creativity and diversity in all forms of art and culture
- Fostering intercultural understanding on a local, regional and international level

RECOMMENDATIONS

A creative, committed workforce, and in particular, a thriving community of artists, is vital to a rich civic life. Artists and other creative workers can make meaningful, unique contributions to Chula Vista in economic, physical and social terms. Investing in the creative sector is smart economics. It is also essential to promoting Chula Vista as a vibrant, progressive city. Chula Vista's policies, systems and spending priorities should enable artistic talent to flourish for the benefit of the entire community.

This Arts Master Plan document is a roadmap for Chula Vista's future, a future where Chula Vista is a place that champions its diverse heritage and embraces and supports the arts. The recommendations are based on the successful experiences of the Plan's consultants in other California cities including Pasadena and Riverside, the considerable feedback received from local interviews, focus groups and public meetings, the recommendations of the City's Cultural Arts Commission, and Arts and Culture staff study of other cities' successful arts and culture programs.

1. ADOPT POLICIES TO SUPPORT THE GROWTH OF PUBLIC ART

Introduction: More than 70 California cities have Public Art Programs in place. These programs, from small population cities like Emeryville (pop. 6,882) to large cities like San Diego, share similar goals: to create an artistic and visual harmony among the cities' buildings, landscapes and open spaces, and to serve the people of the community by bringing art into their daily lives and ensuring that the visual experience of the city is enriching and engaging.

Increasingly, cities are discovering the power of public art in creating a unique sense of place and preserving and celebrating history, heritage and culture. Public art also creates greater opportunities for cultural tourism, economic development and image building.

It is recommended that the City address the need for increased funding of public art, as well as the visual and performing arts in Chula Vista, in accordance with the recently adopted policies of the General Plan Update. In particular, Policy PFS20.1 states, in part, "*Prepare a citywide Cultural Arts Master Plan that....recommends ongoing financial support for the arts through consideration of a percentage for arts program....*" In addition, Policy PFS 20.3 states "*Encourage the installation of art pieces in publicly owned spaces and require developers to pay fees or provide art pieces that serve to enhance an individual project and contribute to the appearance and vitality of the development.*"

1.1. Adopt a 2% for Art Policy on City Capital Improvement Projects (CIP) >\$250,000

This recommended policy would be specifically for the City's above-grade projects of \$250,000 or more within and out of redevelopment areas. It is recommended that street paving/sealing and sidewalk rehabilitation projects, curb and gutter

installations, and ADA curb ramp installations and modifications be exempted from this policy, along with those portions of other CIP project budgets that have outside funding sources (e.g. Transportation Sales Taxes, Gas Taxes, etc.) that prohibit use of funds for anything outside of specific project expenses.

For Capital Improvement Program building projects that are under the aegis of the Redevelopment Agency, monies should be segregated from other funding sources as legally required and expended in accordance with the restrictions of any applicable bond, loan, or grant covenants and conditions.

Current City Redevelopment Agency policies applying to building development and renovation projects in Town Center I and Bayfront Redevelopment Project areas require a 1% public art allocation. These policies, adopted in 1979, should be changed to a 2% contribution and made applicable to all Chula Vista Redevelopment zones. Public art selection review for Redevelopment Project Areas, currently under the purview of the Design Review Committee, should be transferred to the City's Office of Arts & Culture and the Cultural Arts Commission, pending review by the Chula Vista Redevelopment Corporation.

1.2. Adopt a 2% for Art Policy on Private, Non-residential, Commercial Development Projects >\$250,000

This 2% for public art policy could be satisfied through provision of a suitable onsite public art piece or art elements that have successfully passed the review of the Public Art Sub-Committee and Cultural Arts Commission or through a developer paid contribution to the Public Art Trust Fund in lieu of public art. The 2% set-aside should be based on projected building construction costs documented on building permit applications.

Note: This Plan recommends 2% for Arts policies on City CIP and Commercial CIP instead of 1% for Arts policies for the following reasons:

- A recent survey of public art programs nationwide revealed that 1% for Arts policies are falling short of providing the necessary funds for quality art pieces as well as ongoing maintenance, and administration costs of the programs.
- Typically, around 70% of monies collected are spent on the purchase of the public art piece, and the remaining 30% of the monies are spent on site preparation, installation and maintenance (preservation, restoration and repair) plus program administration (community participation activities, project documentation, publicity, community education activities).
- Several California cities that have had long-term 1% for Arts programs in place have recently increased to 2%, including Pasadena, San Diego, Sacramento, Santa Cruz, Stockton, Ventura, San Jose and San Francisco. Program administrators in each of these cities have experienced difficulty in providing funding for the specialized maintenance required for public art pieces under their previous 1% programs.

As an example of why a 2% for Arts Policy is more desirable than a 1% for Arts Policy for the City of Chula Vista, consider the following example:

Chula Vista Fire Station #7

Actual Building Costs = \$5.2 million

A 1% for Arts policy would have generated \$52,000

A 2% for Arts policy would have generated \$104,000

Actual purchase cost for the bronze 9/11 commemorative public art sculpture "Courage, Dedication, Honor" = \$75,000

Installation, site preparation, ongoing maintenance, and preservation is estimated at \$30,000+

Total actual cost for public art installation = \$105,000+



1.3. Establish a Public Art Trust Fund

This new City-controlled Public Art Trust Fund would be a perpetual fund that would exist for the purpose of receiving and expending Percent for Arts policy monies and other monetary contributions. Recommended allowable expenditures for and definitions of eligible artworks are as follows:

Public Art Works Expenditures:

- Commissioned or acquired/purchased original art pieces
- Structures which enable the display of artwork
- Design, materials, and fabrication fees
- Labor and other contracted services for production and installation
- Permit and/or certificate fees
- Business and legal costs directly related to the public art project

- Transportation, site preparation, installation, and additional utility costs
- Insurance
- Artist travel and per diem expenses

Public Art Program Operating Costs:

- Program management including staff time, direct costs and overhead
- Documenting and cataloguing
- Maintaining/refurbishing public art when the cost of such maintenance exceeds funds available for maintenance of public property in general
- Expenses which are, or may become, an integral part of the public art program including community educational activities and public events

Eligible Artworks

- Sculpture: free-standing, wall-supported or suspended; kinetic, electronic; in any material or combination of materials
- Murals or portable paintings: in any material or materials,
- Earthworks, fiber works, neon, glass, mosaics, photographs, prints, calligraphy, any combination of forms of media including sound, literary elements, film, holographic images and video systems; hybrids of any media and new genres
- Furnishings or fixtures, including but not limited to gates, railings, streetlights, signage, seating, fountains, and shade structures, if created by artists as unique elements or limited editions
- Artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or a design team that includes a professional visual artist
- Temporary artworks or installations
- Incremental costs of infrastructure elements, such as soundwalls, utility structures, bus and trolley stops, roadway elements and other such items if designed by a professional artist or a design team that includes a professional visual artist

Ineligible Artworks

- “Art objects” which are mass produced or of standard manufacture, such as playground equipment, fountains or mass produced statuary
- Landscape architecture and landscape gardening except where those elements are designed by a professional visual artist and/or are an integral part of an artwork by an artist

2. SUPPORT AND EXPAND THE ARTS IN CHULA VISTA

Introduction: Reports on the economic impact of the nonprofit arts and culture industry in various California communities have demonstrated that investing in this industry does not come at the expense of economic benefits, but rather strengthens the economy and fuels economic revitalization by supporting local jobs, stimulating consumer spending, and generating revenue to local governments. In short, arts and culture are good for business and the local economy.

Dr. Richard Florida, the Hirst Professor of Public Policy at George Mason University and a Senior Fellow at the Brookings Institution, stated in his 2002 best-selling book, *The Rise of the Creative Class and How It's Transforming Work, Leisure, Community and Everyday Life*, "The bottom line is that cities need a people climate even more today than they need a business climate. This means supporting creativity across the board--in all of its various facets and dimensions--and building a community that is attractive to creative people, not just to high-tech companies. And as former Seattle mayor Paul Schell once said, success lies in "...creating a place where the creative experience can flourish. Instead of subsidizing companies, stadiums and retail centers, communities need to be open to diversity and invest in the kinds of lifestyle options and amenities people really want. In fact, you cannot be a thriving high-tech center if you don't do this."

2.1. Enhance Existing Opportunities

Arts and culture opportunities within Chula Vista are often neighborhood-related. For example, the City of Chula Vista's Recreation Department offers a variety of dance, music, and visual arts classes to people of all ages at many of the existing community/recreation centers. The Chula Vista Public Library provides gallery space for the visual arts at the South Chula Vista Branch Library, and the Civic Center Branch Library offers free film festivals and other cultural programs on a regular basis.

In order to continue connecting neighborhood residents to the arts, arts programs, events and classes should be expanded at existing and proposed community/recreation centers, parks and libraries. The General Plan also recommends the creation of community Parks throughout the City. These large parks should include unique landscaping, gardens, museum spaces, public art pieces, and performance spaces. Neighborhood arts programs should also be provided in these future community Parks.

Planning for public facilities and programs, including parks, elementary schools and recreation centers, has been a validated part of the historical tradition of planning for good neighborhoods. Some of the planning for portions of eastern Chula Vista has been based on the concept of village planning. These villages incorporate many of the principles of traditional neighborhood planning while also recognizing the positive potentials for community interaction that can be created by grouping schools, parks, recreation/community centers, artistic elements and performance spaces.

To enhance existing opportunities to further arts and culture, the City should:

- Renovate the Civic Center Library Auditorium
- Conduct a needs assessment for expansion/relocation of the Chula Vista Heritage Museum
- Integrate the visual and performing arts in the planning for the University site
 - Explore forming a college of Fine Arts at University
 - Provide performance and exhibition spaces
 - Provide cross-cultural visual and performing arts programs

- Link to school districts' visual and performing arts programs
- Involve Office of Arts and Culture staff and Cultural Arts Commission in concept development phases
- Extend the energy of the arts to all Chula Vista neighborhoods and villages and create additional citywide arts focal points
 - Expand neighborhood arts programs, events and classes
 - Create neighborhood and village arts plans
 - Create an artist colony
- Create additional citywide arts focal points at Southwestern College, Olympic Training Center, Eastern Urban Center, Coors Amphitheater, and other locations



Neighborhood and Village Arts Plans

It is recommended that neighborhood and village scaled visual and performing arts be strengthened through a series of Neighborhood and Village Arts Plans. These Plans should consider:

- Boundaries of neighborhoods and villages as designated by the General Plan and the Planning Department and as verified through discussions with the Neighborhoods and Villages as each Neighborhood and Village Art Plan is prepared
- Locations of existing and proposed schools, parks, recreation/community centers, libraries and other public facilities
- Locations of local retail areas.

It is recommended that the City incorporate planning for the visual and performing arts at the Neighborhood scale with the ongoing efforts of the City to upgrade the older portions of Chula Vista. Visual arts, such as murals and pedestrian scaled sculpture, can enrich the sites of existing and new schools, parks, libraries and community/ recreation centers. Visual arts, such as banners and paving treatments

can be used to create connections between existing and new public facilities and local shopping areas.

It is recommended that the City and the school districts continue and expand their cooperation and coordination of programs for the visual and performing arts throughout the City. City and school districts programs for the performing arts, such as music and dance, and for the creation of artwork, can be physically related to the network of schools, parks and community/recreation centers in each neighborhood.

Create an Artist Colony

It is also recommended that the City study the possible creation of an Artists Colony by investigating the adaptive reuse of industrial areas through amendment of the list of allowed uses in the zoning code to permit artist live-work spaces.

Create Additional Citywide Visual Arts Focal Points

It is recommended that additional Visual Arts Focal Points be created at the locations listed below. Public visual art pieces at these locations could include sculpture, electronic and digital art, murals and mosaics, paving treatments, fountains and earthworks. The following is an overview of the recommended locations.

- ***Southwestern College Vicinity***
Potential expansion of Southwest College and/or mixed use retail and housing projects should be coupled with public art installations and additional arts venues and facilities.
- ***Olympic Training Center Arts Elements***
Arts Plazas or walkways could be created in the vicinity of the entry to the Olympic Training Center to celebrate the connection between athletics and art.
- ***Eastern Urban Center***
As this major retail focal point for the eastside is implemented, plans for arts venues and facilities and public art should be required of the developer(s) and reviewed by the Cultural Arts Commission.
- ***Coors Amphitheater***
The environment of the Coors Amphitheater should be enhanced with public art elements such as sculpture and murals.
- ***Other locations***
Other locations appropriate to become Citywide Art Focal Points include the Otay Ranch Towne Center and Terra Nova Plaza.

2.2. Create a Northwest Area Arts District

Nearly all of the participants in the community inputs process emphasized that the City of Chula Vista and the South Bay region have a great need for performing arts venues and visual arts facilities. The planned revitalization of the Urban Core and

the ongoing Bayfront development plans present unprecedented and timely opportunities for Chula Vista to create prominent, appropriate locations for performing and visual arts venues and facilities, as well as places for artists to both live and work.

The Northwest Area Arts District should encompass the Urban Core planning area and the Bayfront Development area, with H Street designated as an Arts Corridor.

- Prepare a feasibility study for the location and development of a Downtown Arts Center and a Bayfront Arts Center
- Assist in the development of Artist Activated Spaces within the District
- Create H Street Arts Corridor

Facilities for the Performing and Visual Arts in the Downtown Area

- a. The Urban Core area is an ideal location for a **Downtown Arts Center** comprised of a 400 to 600 fixed seat Proscenium theatre, a 99 seat Black Box theatre, rehearsal spaces, and a dedicated area for visual art exhibits. It is recommended that the City prepare a feasibility study for the location and development of a Downtown Arts Center that includes specific recommendations for siting criteria, funding, construction and operation of the facility. This feasibility study should be undertaken as soon as possible – before the planned revitalization of the area creates major increases in property values and acquisition costs.

The Downtown area should provide up-to-date venues appropriate for performances by community theater groups, school groups, visual artists, and visiting professional companies. This Downtown Arts Center should be designed to be of high caliber in every regard to make viewing of plays, musical productions, and art exhibits an enjoyable, special experience. The facility should be carefully integrated with the scale and fabric of western Chula Vista

- b. **Artist Activated Spaces** should be located within the heart of the Third Avenue Village. The Artist Activated Spaces could be comprised of one storefront module in each block or several clustered within a block and would be either one or two stories in height depending on the block and the building.

Once identified, these spaces should be made available for use by artists as either gallery spaces for the visual arts and/or small performance spaces for live, film or video productions. Artist live-work spaces could be incorporated into some of these spaces – particularly if a two-story structure is acquired.

Artists or groups of artists from Chula Vista, the South Bay Region and Mexico could be invited to submit proposals for use of the spaces. The City or its Redevelopment Agency would need to make some investments in the infrastructure of the spaces but some or all of this investment could be made by the artists themselves depending on the extent of infrastructure upgrading

required. Leases could be initially subsidized by the Redevelopment Corporation to keep artists' costs low, with a decreasing amount of annual subsidy provided over the period of the lease term.

The creation of Artist Activated Spaces will help jump-start the revitalization of the Third Avenue Village area and create a vital component of arts activity in the Northwest Area Arts District. With City assistance/subsidies of these spaces, the presence of the working artists in the Village and Downtown will be assured for the long-term.

Selection of the sites and evaluation of their impact on the Village should be coordinated with the Third Avenue Village Association.

- c. The near term planned renovation of the **Civic Center Library** should include thorough renovation of the Library's outdated 152 seat auditorium into a modern, adequately-equipped performing and media arts center. This facility should be considered as a part of the Third Avenue Village arts scene and marketing and programming of this venue should be coordinated with other arts activities taking place on nearby Third Avenue.

Facilities for the Performing and Visual Arts in the Bayfront

The Bayfront is an ideal location for a **Bayfront Arts Center** comprised of a 1,800 to 2,400-seat theater, a 99-seat black box theater, associated rehearsal spaces and a 25,000 square foot **Visual Arts Gallery**. These facilities should be programmed for use by both the Chula Vista community and visiting performing companies and visual artists.

The City should immediately make certain that the Bayfront Master Plan provides adequate waterfront space for the Bayfront Arts Center. The Center should be visually prominent from the Bay and should also be located to create the visual terminus of H Street. Locating the new Bayfront Arts Center on-axis with H Street, a street running through the entire City, will create a powerful symbol of the importance that the Chula Vista community places on the arts.

H Street Arts Corridor

H Street, in the Urban Core Specific Plan, is recommended to become a Grand Boulevard – a high-density mixed-use area with townhouses, public transit connections, larger buildings, new retail and commercial opportunities and open space. The H Street Grand Boulevard should also be an Arts Corridor which emphasizes the visual arts, including traditional sculpture, electronic media, banners, temporary and permanent public art installations, murals, mosaics and artist designed street furniture components.

The entire length of H Street, from far eastern Chula Vista to the Bayfront, should be treated as an “arts corridor” that serves to transport all residents to the major arts

facilities and events within Chula Vista and connects the eastern portions of the City to the western portions.

F Street Connector

In the Urban Core Specific Plan, F Street is designated as a pedestrian and bicycle-oriented street with public markets, pocket parks, and enhanced pedestrian amenities. F Street will also serve as an important connector between the Third Avenue Village and Bayfront components of the Northwest Area Arts District.

2.3. Create a Blue Ribbon Task Force to Generate Major Funding for the Arts

This Blue Ribbon Task Force should be appointed by Council and should be comprised of City neighborhood, business and educational leaders who would be charged with a concentrated effort of raising private funds on a major scale. Recent and current developers of eastern Chula Vista, the Bayfront and other major projects in Chula Vista, as well as wealthy individuals, should be given the opportunity to contribute funds for near term construction of new visual and performing arts facilities and to provide for support/expansion of existing facilities. The Chula Vista Public Library Foundation could serve as the tax-exempt fiscal agent for receipt of charitable gifts and grants.

2.4. Address Short and Long-term Funding Needs

The City of Chula Vista's financial support of local arts groups and arts activities in public schools has been, to date, restricted to the annual re-granting of monies received through a contractual agreement with House of Blues® and Coors Amphitheater. These pass-through funds have totaled in the \$35,000-\$50,000 range for the past seven years and have been re-granted to local groups and schools in amounts ranging from \$500 - \$2,500 each. Input from local arts leaders and school administrators indicated that these small grants, while appreciated, have no long term impact on the provision of arts and culture programming in Chula Vista and have had no impact on the provision of additional arts and culture facilities.

It is recommended that the City address both short and long-term financial needs of the arts in the following ways:

- Assess periodically the funding needs of local arts groups and school arts programs
- Increase the funding for the Mayor's Performing and Visual Arts Task Force Grants from the current annual \$35,000-\$50,000 level
- Continue and expand collaborations and partnerships with local and regional arts groups and schools
- Instruct the Cultural Arts Commission and staff to investigate and recommend to Council specific public and private funding methodologies that have proven successful in other municipalities. Additional funding would allow the City and its partners to:
 - Support the growth of local arts groups

- Support professional arts performances and exhibits taking place within Chula Vista
- Support a broad range of neighborhood arts programs
- Support future cultural arts centers
- Enhance cultural tourism through support of marketing and promotion efforts
- Collaborate with the non-profit Chula Vista Library Foundation in conducting fundraising for the Foundation among individuals, businesses, and private foundations to provide for a reliable private source of funding to benefit the Arts in Chula Vista



2.5. Enhance the Role of the Cultural Arts Commission

The role of the Cultural Arts Commission is to advise the City Council on matters related to arts and culture. That role should be enhanced to include providing guidance for the implementation all of the recommendations contained in the Arts Master Plan.

- Oversee implementation of the Arts Master Plan
- Recruit more artists/arts administrators to Commission
- Provide annual report to Council
- Preserve artists' rights
- Develop a plan for oversight of public art cataloguing
- Oversee five-year public art maintenance surveys
- Oversee periodic renewal of the Arts Master Plan
- Advocate for adequate staffing for Office of Arts and Culture

3. INCREASE MARKETING AND PROMOTION OF THE ARTS

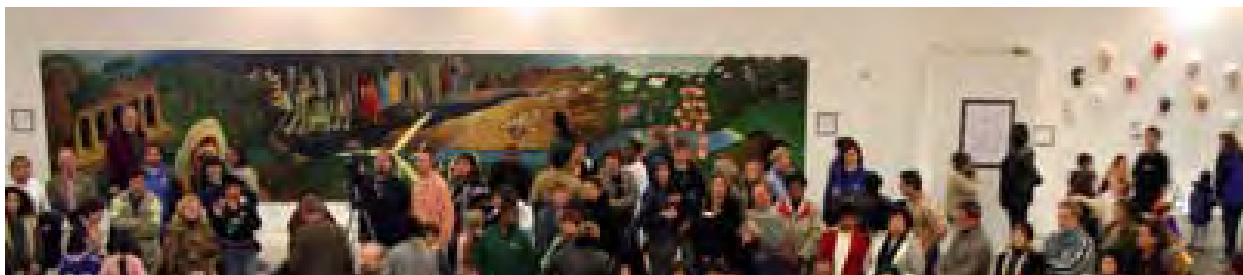
Introduction: Chula Vista should be the hub of cultural activities for people living in the South Bay. Chula Vista is already recognized for the beauty of its natural environment, historic residential architecture, and diverse cultural life. Arts and culture events and festivals are important assets in the City's tourism industry and are marketable products to residents, visitors and future conventioners. Encouraging cultural tourism will help the City stimulate its economy by redefining its image, providing a return on investment in cultural attractions, promoting Chula Vista's historic character as an asset, and generating new tax revenues to support City services.

3.1. Implement a Comprehensive Arts Marketing and Promotion Program

- Create an Arts Movement program
- Create City art gateways at points of connection with regional freeway system and at existing and proposed transit stations
- Create an arts banner program to demarcate arts districts
- Publish arts movement and art walk maps
- Designate an arts shuttle bus for the Northwest Area Arts District
- Establish Art Nights in Chula Vista
- Expand regional dialogues/programs with San Diego and Baja California

Following creation of the Northwest Area Arts District, the opening of more arts venues and facilities, and the growth of the Third Avenue Village Association's *Third Thursdays on Third* events, the City should help coordinate an Art Nights in Chula Vista program to allow residents and visitors to experience the visual and performing arts available in the City.

Arts Shuttle buses and/or the Bus Rapid Transit buses should be available during off-peak hours to take participants on customized routes, which could vary somewhat with each Art Night. Buses should be scheduled to arrive at each arts venue or facility on approximately one-half hour intervals to provide the potential of visiting multiple locations over a period of three to four hours.



A comprehensive arts promotion and marketing program should include the creation of an Arts and Culture Page on the City's Web Site. This page should publicize City-sponsored events such as the Taste of the Arts festival and Music in the Park Summer Concert Series, and provide links to the web sites of the School Districts and the various arts organizations located in the South Bay, San Diego and Tijuana.

A web-based, comprehensive Arts and Culture Calendar should be created and also printed for distribution in libraries or by mail..

It is recommended that Chula Vista create an Arts Movement Program in coordination with the Chula Vista Transit System and the San Diego Metropolitan Transit System. The Arts Movement Program should be created by the following actions.

- **Create City Art Gateways** at points of connection with the regional freeway system and at the existing and proposed stations of the San Diego Trolley Blue Line

The City Art Gateways should consist of artist-conceived Gateways that could include one or more visual art elements including sculpture, murals, landscaping, earth forms, signage and lighting. The City Gateways should be located at freeway interchanges, freeway underpasses and other appropriate street locations that make significant connections to the regional freeway network.

Artists should be involved in the planning stages for the new rail transit stations and in retrofitting existing stations with public art. The Public Art Sub-Committee should be overseeing the selection of artists recommended to the Cultural Arts Commission and City Council. The art themes at the local rail stations should reflect artist insights about the immediate vicinity of a station and/or artist's insights about the relationship of Chula Vista to its natural, historical and developmental setting.



- **Create An Arts Banners Program**

Banners can also be considered works of art. An Arts Banners Program should be designed through a collaboration of artists and graphic designers to demarcate the Northwest Area Arts District. Banners along Third Avenue, H Street and E Street can define the concept for and general extent of the Northwest Area Arts District immediately. These banners could be in place for several years. The banners can be replaced from time to time with special event banners relating to arts events within the District.

Citywide Arts Banners should be located along H Street and other major transportation corridors to announce arts events and reinforce the connection to the Northwest Area Arts District, and to other City arts venues or facilities.

The Public Art Sub-Committee should be responsible for recommending the selection of the graphic designer/ artist teams to implement the Urban Core Arts District and Citywide Arts Banner Programs in coordination with the Cultural Arts Commission and the Office of Arts & Culture.



- **Publish Arts Movement and Art Walk Maps**

The City, in coordination with the San Diego Metropolitan Transit System and the Chula Vista Transit System, should publish maps relating all the existing arts venues and facilities as they relate to the network of Chula Vista public transportation. The maps should be periodically updated as the various components of the Arts Master Plan are implemented.

The City should also continue to publish Art Walk Maps related to the Northwest Area Arts District and other areas in which multiple arts and cultural facilities are located within walking distance of each other.



- **Establish an Arts Shuttle Bus that connects the components of the Northwest Area Arts District**

The Arts Shuttle Bus should serve as a connector between the Third Avenue Village and the Bayfront components of the Northwest Area Arts District. Conceptually the Arts Shuttle Bus should circulate continually along Third Avenue, H Street and E Street.

The Arts Bus should be completely “wrapped” in art scenes relevant to the history and culture of Chula Vista. These art scenes should be created by local and regional artists.

